

# A STUDY ON CONSUMER BEHAVIOUR TOWARDS AACHI MASALA WITH REFERENCE TO NAMAKKAL DISTRICT, TAMILNADU

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## ABSTRACT

This article focuses on Consumer behaviour towards Aachi masala in Namakkal. In the competitive world, consumer service is important for business expansion. Marketing is typically seen as the task of creating, promoting and delivering goods and services to customers and business. Marketing are skilled in stimulating element for a company's products, but this is too limited a view of task markets perform.Consumer as a study focus on the decision process of the individual consumer or consuming unit. We are using the convenient sampling technique. A sample of hundred response has been taken through questionnaire - come schedule and data has also been collected .The various statistical tools have been used according to compile the result.

**Keywords :** Sampling, Consumer Services, Satisfaction

## INTRODUCTION OF AACHI MASALA

Aachi Group was found in the year 1995 by Mr. A.D.Padmasingh Isaac, a first generation entrepreneur with BBA and hailing from Nazareth in Tirunelveli District of Tamil Nadu. Undoubtedly, Aachi has come to rule the kitchen today.

Aachi Masala Foods Private Limited (AMFPL/ The Company) is a family run trading business established by Mr. Padmasingh Isaac in December 2006. The Company initially started as the marketing divisions of Nazareth Foods Private Limited (Nazareth), which produces masala powders. The marketing divisions were M/s Abhishek Enterprises (proprietary firm) and M/s Naveen Products (partnership firm), later merged together and a new company by name Aachi Masala Foods Private Limited was formed in December 2006.

Currently, apart from trading Nazareth's masala products, the Company also trades other products like Atta, Oil, Ghee, Health Drinks, Dia Rice, Pickles, Asafoetida, Ready to Cook paste and papad.

## OBJECTIVES OF THE STUDY

The following are the objectives of the study,

- ❖ To identify the consumer preference of Aachi masala products.
- ❖ To analyze the socio- economic profile of the consumer of Aachi masala products.
- ❖ To know the effective media that influences the consumer.

- ❖ To analyze the consumers usage of Aachi masala product and identify the factors influencing the usages of products.
- ❖ To find out the level of customer preference and expectation regarding of the product and usage quality.

## DEFINITION OF MARKETING

“ Marketing is a total system of interacting business activities designed to plan , promote and distribute need-satisfying products and service to existing and potential consumer”.

- William J. Stanton

## OPERATIONAL CONCEPTS

Aachi is dedicated to provide the customers with the finest, high-quality products, hygienically prepared and competitively priced, living up to their expectations and suppliers for achieving symbiotic relationship.

Mr. A.D. Padmasingh Isaac, is the Chairman and Managing Director of AACHI Group of Companies. In 1995, he started a product of Liquid Blue and thereafter introduced AACHI MASALA products in rural and semi urban areas of Tamil Nadu. He had abundant market potential of all standards of work life and also in rural marketing.

Within 15 years, AACHI has out beaten its competitors and has emerged as the NO.1 Fast moving Consumer Goods (FMCG) Brand in South India. AACHI has 160 products as on 2014. There are over 3500 exclusive agents and 12 Lakh retail outlets all over India and abroad.AACHI GROUP has been achieving record sales turnover over the years and for the concluded financial year end March 31, 2014 and the group sales turnover is 750 Crores. It is expected to stride the magical figure of Rs.1000 Crores by March 2015.

Besides AACHI Brand, Mr.Isaac had developed recognized brands such as TANJUS, FRISPOO as BLESSO, SABASH, TWINKLE, TWIN BIRDS, RANI, PONNI etc., which manufactured all Kitchen needs, Cosmetics, Pharmas and Sanitary products etc. AACHI products are in several countries such as USA, Canada, Netherlands, UK, UAE, Papua New Guinea, Seychelles, Mauritius, Maldives, Switzerland, Belgium, Malaysia, Singapore, Australia, UAC, Angola, Saudi Arabia, Qatar, Kuwait, etc.

AACHI had undertaken several new projects. The project at Gummidipoondi envisages in setting up cold storage and manufacture of Pure and Blended spice powders. This project addresses the issue and saves nearly 5000 tonnes of agricultural produces annually. AACHI has also undertaken another project at Redhills, in Chennai to manufacture mineral water, pickles, fruit juices etc at a capital cost of Rs.14 Crores.

Building on our scientific know-how and experience, Aachi has strengthened its position as one of the leading food processors in India and around the globe. Aachi Masala is committed to supply safe food to customers and develop a motivated team with concern for environment and personal safety.

**CORPORATE RESPONSIBILITIES** For Mr. A. D. Padmasingh Isaac, the ‘top line’ always meant the number of people an initiative would benefit. And ‘bottom line’ always meant the number of people who could be lifted above the poverty line by the initiative. Mr. Isaac has redefined the meaning of ROI. To him it always means ‘Return on Intention’. At Aachi, Mr. Isaac’s every corporate decision is guided by a social consciousness and an intention to positively impact and benefit the maximum number of people with every single initiative.

## QUALITY STANDARDS

Building on scientific know-how and experience, Aachi has strengthened its position as one of the leading food processors in India and around the globe. Aachi Masala is committed to offer safe products to customers and develop a motivated team with a deep concern for environment and personal safety. Some of the Best Quality practices at Aachi:

- ❖ Adoption of Good Manufacturing Practices
- ❖ Adherence to strict personal hygiene practices
- ❖ Validated Cleaning and Disinfection procedures
- ❖ Process Control systems through HACCP
- ❖ Farm-to-plate tracking of food through traceability coding
- ❖ Control of potent micro-organisms through pest proof manufacturing facilities

Aachi has extended the same guiding principle of 'high quality at low price and smaller packs' to masalas. It was a time and age when masalas were sold as commodities. While the economically well to do could buy larger packs, the economically weak had no choice. Time and again, Aachi demolished the price barrier by introducing various products at affordable price and in smaller packs. Today, Aachi is household name and is available in the smallest of villages across the south Indian states.

## RESEARCH & DEVELOPMENT

A dedicated Research & Development Team is involved in developing new products as indicated by the market demand patterns. A central lab is operates at Nazareth Foods Private Limited which is well equipped to analyze all food samples. A team of experienced Food Technologists are involved in New product development as well as in Product Improvement.

The R & D Team coordinates with manufacturing units in developing New products, Packaging material, Food labelling, Product shelf life and suitability of new products for human consumption. The R & D Team is actively engaged at all times with government organizations like CFTRI Mysore, Spice Board, DFRL, CIPET, IIP, BIS etc. for product development.

## DATA COLLECTION

The study is based on primary data and secondary data.

### Primary data

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Consumer opinion have been collected as primary data through questionnaire.

### Secondary data

Secondary data refers to information were collected from various book journals and periodical pertaining to the relevant matter of the subject under the study, profile of the company is based on secondary data.

## LIMITATIONS OF THE STUDY

The research was conducted within a short period of time.

This study covers only Namakkal district.

The sample size was limited to 100 respondents only.

The company distributors views not used in this study.

## ANALYSIS

Analysis is giving meaning to be collected information by comparing them with the existing information. Analysis is placing the collected data in some order or format so that the data acquire a meaning. Raw data become information only when they are placed in a meaningful form. Interpretation involves drawing conclusions from the gathered data. The collected data have to be analyzed fully.

## INTERPRETATION

Interpretation means drawing inferences from the collected facts after the analytical study. According to C. William Emory interpretation has two major aspects namely establishing continuity in research through linking the results of a given study with those of another and establishment of some relationship with the collected data.

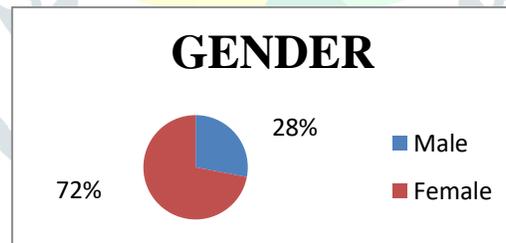
Interpretation helps the researcher to understand the abstract principle that works beneath his findings. He can link up his findings with those of other studies having relationship with the established concept. Interpretation also enables the research. Moreover, interpretation helps the target audience to understand the real significance of his research findings.

### TABLE SHOWING GENDER WISE CLASSIFICATION

S. No	Gender	No. Of Respondents	Per Cent
1.	Male	28	28
2.	Female	72	72
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

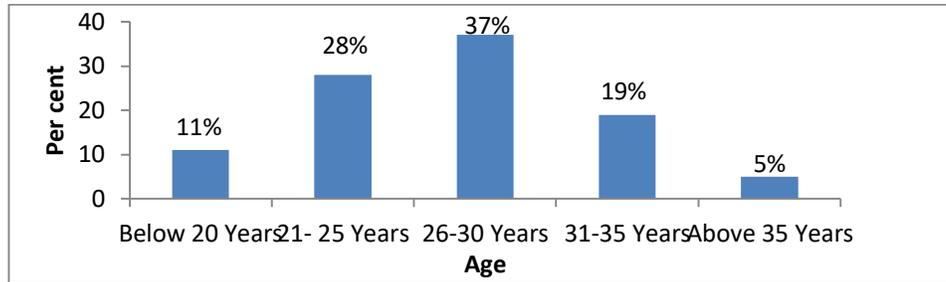
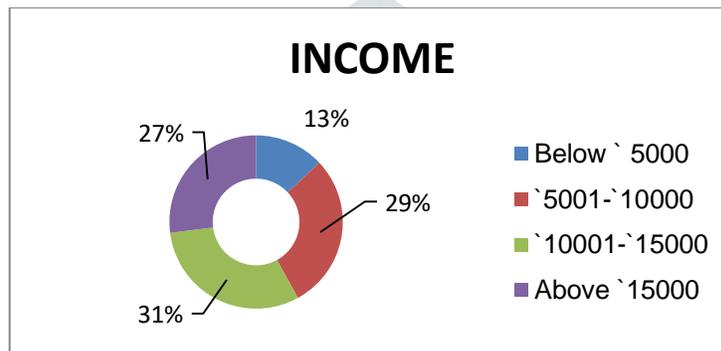
### CHART SHOWING GENDER WISE CLASSIFICATION



### TABLE SHOWING AGE WISE CLASSIFICATION

S. No	Age	No. Of Respondents	Per Cent
1.	Below 20 Years	11	11
2.	21- 25 Years	28	28
3.	26-30 Years	37	37
4.	31-35 Years	19	19
5.	Above 35 Years	5	5
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

**CHART SHOWING AGE WISE CLASSIFICATION****CHART SHOWING FAMILY INCOME WISE CLASSIFICATION****FINDINGS**

- ❖ Majority of the respondents 72 per cent are female.
- ❖ The majority of the respondents 37 per cent are comes under the age group of 26 to 30 years.
- ❖ It has been found that 31 per cent of the respondents are comes under the income level of ₹ 10001- ₹ 15000.
- ❖ The majority of the respondents 46 per cent are feel that the price is moderate.
- ❖ Most of the respondents 58 per cent are feel that the package is good.
- ❖ The majority 48 per cent of the respondents give first rank preference for taste
- ❖ It is was inferred that majority of the respondents 73 per cent are not ready to switch over Aachi masala.
- ❖ Most of the respondents 70 per cent are recommend this brand to others.

**SUGGESTIONS**

1. Attractive packages should be given for the consumers to increase the sales volume.
2. More phamplet & sample packets have to be displayed in front of retail shops & stores.
3. Discounts & force offers should be introduced in order to attract More consumers.

**CONCLUSION**

It is concluded that the demographic variables such as age group, gender and Nature of job of the Namakkal people are having less impact on the factors of customers satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Aachi Chicken, Sambar Masala with respect to the chosen factors.

This project entitled that consumer preference of Aachi Masala Products. The overall analyses of the study indicate that at presents so many varieties of products available even the customer were satisfied product smell, taste, quality, cost, packing of the Aachi masala products in Namakkal district.

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